

Course outline: Creative Business for Entrepreneurs and Executives

The MA in Creative Business for Entrepreneurs and Executives is a specialisation within the broader MA in Film and Television.

The course consists of seven modules. Each module has an associated assignment, and takes the student a step further as well as reviewing and consolidating previous knowledge.

Year One

The course begins with the NFTS' all-school cross-specialisation 'Springboard Week'. This is an opportunity for course participants to meet and collaborate with their peers across the School.

This is followed by 'Mapping The Landscape', a 16-week introduction to the value chain, and business models, of each of the media domains.

The first term also includes (non-mandatory) attendance at the NFTS' Screen Arts and Business Skills Lecture series on Mondays, which cover a wide range of film and television and games related topics.

Students then attend seminars and tutorials covering the following: marketing and branding, salesmanship and deal-making, leadership, human resource management, practical finance, accounting, legal and business affairs for the creative industries, and training in presentation.

These are concentrated in T2, as students work on their **Business Case Study** (due T3), and run into T3.

The CBEE study year ends with the delivery and presentation of a **Creative Business Deck** for a new business/project financing, or new venture within an existing company. Upon completion of their **Dissertation**, students may elect to exit the course with a Diploma qualification.

Students who continue onto Year 2 of the MA may use the **Creative Business Deck** as a basis in terms of structure/presentation (and possibly for subject matter) of the **Final Business Portfolio**.

Running throughout the year the course also provides: specialist seminars led by industry practitioners from each domain, keynote sessions with leading figures from across the full spectrum of the creative industries, and trade meetings. There will also be ad hoc 'meet the industry' events.

Year Two

Term 4 consists of development work on the **Aardman Challenge** involving collaboration with individual students/teams from composing, screenwriting, games, TV Ent, Production Design, Graphic Design and other disciplines at the school. In May, the students present their portfolio to the panel of Aardman Challenge (creative marketing and branding portfolio)-a panel comprising HoDs from the school and an external assessor nominated by Dave Sproxton, CEO and co-founder of Aardman.

Students complete a work placement in the industry for four weeks, followed by writing-up and delivering their sixth Assignment, the **Market Analysis**. Final delivery of the **Dissertation** and an assessment by HoD and external tutor, including a feedback session with the student will also take place in July.

Term 6 commences with student presentations to the group and tutors for feedback on their work placement and **Market Analysis**.

The rest of the final term is taken up with pulling together all the preceding learning and research elements for the **Final Business Portfolio**. The students are supported with one-to-one tutorials during this period.

Running throughout the year the course also facilitates: introductions where needed for specialist legal and financial advice; meetings with investors held in London; continuing mentor support around development of the **Final Business Portfolio**. There will also be ad hoc 'meet the industry' events.